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## Facsimile cover sheet

Date: Friday, October 12, 2007  
Total pages: 05Christopher H. Dore  
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MESSAGE:

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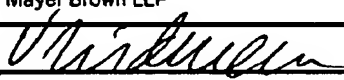
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/757166
	Filing Date	1/13/2004
	First Named Inventor	Edward B. Keller
	Art Unit	3694
	Examiner Name	Susanna M. Meinecke Diaz
Total Number of Pages in This Submission	Attorney Docket Number	07055859


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ENCLOSURES (Check all that apply)		
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Remarks		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Mayer Brown LLP		
Signature			
Printed name	Victoria Friedman		
Date	10/12/2007	Reg. No.	58853

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:			
Signature			
Typed or printed name	Christopher Doro	Date	10/12/2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: GFK US HOLDINGS, INC.RECEIVED  
CENTRAL FAX CENTERApplication No./Patent No.: 10757166 Filed/Issue Date: 1/13/2004

OCT 12 2007

Entitled: SYSTEM AND METHOD OF IDENTIFYING INDIVIDUALS OF INFLUENCEGFK US Holdings, Inc.

(Name of Assignee)

Delaware Corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Edward B. Keller, Michael J. Dolan To: NOP WOLRD INC.

The document was recorded in the United States Patent and Trademark Office at  
Reel 014758, Frame 0909, or for which a copy thereof is attached.

2. From: NOP WOLRD INC. To: GFK AMERICAS, INC.

The document was recorded in the United States Patent and Trademark Office at  
Reel 019194, Frame 0577, or for which a copy thereof is attached.

3. From: GFK AMERICAS, INC. To: GFK US HOLDINGS, INC.

The document was recorded in the United States Patent and Trademark Office at  
Reel 019194, Frame 0649, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

JOSH SPELTZ

Printed or Typed Name

VICE PRESIDENT / ASST. SECRETARY

Title

10/8/07

Date

212-240-5430

Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT


**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**REVOCATION AND APPOINTMENT OF POWER OF ATTORNEY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned GfK US Holdings, Inc. a corporation organized and existing under and by virtue of the laws of Delaware, having its principal place of business at 1201 North Orange Street, Suite 781, Wilmington, Delaware 19801, hereby revokes any and all Powers of Attorney heretofore granted in connection with the patent applications identified in Schedule A attached hereto and appoints Jamison E. Lynch (Reg. No. 41,168), Victoria Friedman (58,853), Joseph A. Mahoney (Reg. No. 38,956), Lawrence S. Pope (26,791), Vera A. Nackovic (59,388), Deborah Schavey Ruff (Reg. No. 33,770) and Donald W. Rupert (Reg. No. 29,794), all of the firm of Mayer, Brown, Row & Maw LLP, customer no. 26565, located at 71 S. Wacker Drive, Chicago, Illinois 60606, as its attorneys, with full power of substitution and revocation, to prosecute each matter, to transact all business in the Patent and Trademark Office in connection therewith, to receive all documents from the Patent and Trademark Office, and the undersigned requests that all correspondence from the Patent and Trademark Office concerning these issued patents and patent applications be addressed to:

Victoria Friedman  
(Reg. No. 58,853)  
Mayer, Brown, Row & Maw LLP  
P.O. Box 2828  
Chicago, Illinois 60690-2828  
(312) 701-8178  
CUSTOMER NO. 26565

By:   
Name: Roland F. Fuerst  
Title: Executive Vice President and Secretary  
Date: April 25, 2007

## SCHEDULE A

PATENT	APP./PATENT. NO.
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON ATTITUDE INFORMATION	10/701580
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON SALES REPRESENTATIVE ACTIVITY	10/701751
SYSTEM AND METHOD FOR IDENTIFYING INDIVIDUALS OF INFLUENCE	10/757166